



Date: / / 2025 HXR/25 /-

To,

The MD / Director/ CEO/ Proprietor/ Marketing Head / Senior Manager
Corporate Office / Head Office / Regional Office / Outlet / Franchise Branch

Subject: Strategic Business Partnership Invitation – Hexser Skill Expo, Hexser Roadshow & Hexser Punjab Sale Window 2025.

Respected Sir/Madam,

We are delighted to extend a warm invitation for your esteemed organization to become a **Strategic Business Partner and Sponsor** at the **Hexser Skill Expo 2025 (26th–29th June)** and the **Hexser Roadshow** (Amritsar to Shri Anandpur Sahib and return, 30th June 2025).

This initiative is more than an event—it is a movement to uplift **youth, entrepreneurs, local talent, businesses, and rural/urban communities** in Punjab..

🔗 Why you should partner with HXR and sponsor Hexser Skill Expo & Roadshow?

As our Strategic Partner and sponsor, your business can:

- Enhance **brand visibility** across Punjab's rural and urban audiences
- Align with your **CSR, sustainability, and rural development** objectives
- Connect directly with **potential customers, startups, and talent**
- Participate in a **platform designed to drive real social and economic impact**

✔ Key Opportunities for Your Business

Depending on your sector, your brand can benefit by:

- Launching or promoting **products/services to a highly engaged audience**
- Hosting **demo stalls, interactive experiences, or workshops**
- Exploring **collaborations with local startups or MSMEs**
- Recruiting **skilled individuals** or **identifying local talent**
- Supporting **social campaigns** that align with your company's values

🌟 Key Themes & Impactful Segments

✔ 1. Mega Skill & Startup Expo

- Showcase for emerging businesses, innovators and creators
- Dedicated zones for IT, FMGC, Fashion, Agriculture, Education, Healthcare, Food, Manufacturing more..
- Platform for thousands of budding entrepreneurs
- Dedicated zones for IT, fashion, home appliances, digital services
- Platform for thousands of local entrepreneurs and youth

✔ 2. Social Awareness & Medical Initiatives

Free Medical Camps (in partnership with hospitals) **Dental Check-up Booth** and **Eye Check-up Booth**

• **7 Awareness on:**

- Anti-drug campaigns
- Animal Welfare and protection Campaigns
- Go clean & Green and Save earth campaigns
- Telangana Forest Destruction and Pahalgam Attack Support Campaigns
- No fire to Rice Straw or Stubble or Rice Crop Dry Waste many more

✓ **3. Political Open Stage (Public Dialogue)**

A **first-of-its-kind event** where **all major political parties** will be invited to open forum for community engagement, where stakeholders and citizens interact with thought leaders and experts.

- Address the public on **Health, Infrastructure, Employment, and Education**
- Live audience Q&A youth questions on real issues and media coverage
- Sign symbolic public commitments and media coverage

► **Your business's logo** will feature on the main stage backdrop, print media, and live telecast banners.

✓ **4. Business Awareness – 380 km Roadshow**

- Through National Highway via ropar
- Covers rural belts (Multiple cities, towns and villages) of Panjab with live promotional convoy.
- Interactive business awareness vehicles
- Live street campaigns on:
 - Your Brand, Business activities, Business products and services
 - Multiple opportunities to work with your products and act as part of your upcoming or existing franchise.

✓ **5. Rural Audience Outreach – Gram Panchayat Invitations**

- Official Invitations to numerous sarpanches and NGO/ Youth Groups /Socities of rural belts of Panjab
- Hexser is inviting all youngsters with new startup ideas and other Micro to large businesses
- Hexser is inviting all multiple skills from rural areas to perform their skills as following:
 - Art & Craft, Painter, Poet, Writer, Singer, Actor, Dancer, Stage & Theatre Artists
 - Platform to present traditional and local crafts, boosting rural livelihoods.

Wast audience will be informed about your business and must be aware about your market presence.

✓ **6. Introduction and Fourm discussion “Hexser Panjab Sale Window”- Digital Marketplace Platform**

As a part of rural empowerment model, Hexser is planning to develop a very effective and a common portal for farmers / New, Small and Medium scale businesses of Panjab. A unique digital platform and forum to uplift:

- Young Farmers and New startups from rural & urban belts
- Micro, Small and Medium Businesses
- Agri and Non agri based producers
- Handmade Product Creators
- At Hexser Skill Expo Forum, we will host a live Discussion & Registration Drive where participants can:
 - Upload and Sell their products through “Hexser Panjab Sale Window” portal by Hexser.com.
 - Receiving training Hygine, Packaging, Pricing, Digital Branding and Business Monitoring
 - Link their all new current bank accounts offered by your bank directly with the HEXSER platform
 - Hexser will use all payment gateway methods given or offered or proposed by your bank
 - Get guidance on registration their Firms / Pvt Ltd companies, all required certifications and GST
 - Explore funding options with partnership banks like you or your bank.

Business participating can:

- Onboard their sellers or partners

- Conduct live product training, packaging, branding and marketing workshop
- Offer business gateway services or digital methods
- Guide rural entrepreneurs in business involvements.

✓ 7. Support from 23 Govt. official Departments & Institutions and Iconic presences

- Department of Agriculture, Animal Husbandry, Dairy Development, Fisheries, Horticulture, Food, Civil Supplies, and Consumer Affairs, Forest & Irrigation, Rural Development & Panchayats, State Farmers', Farm Workers' & Commission, Marketing Committees, Soil & Water Conservation, Land Reforms, Seeds Corporation Limited (PUNSEED), School Education Board (PSEB), Health, District Industries Centres, Employment Generation, Finance & Planning, Infrastructure, ITI/s / Skill Development & Trainings, Guru Nanak Dev University (GNDU), Panjab Agricultural University (PAU), Khalsa Collage , BBK DAV and other NGO/s, Charities, Societies and many more.
- Bringing credibility, reach and audience engagement to the event.

🏠 Exclusive Sponsorship Benefits for Banks

Benefit	Lead Sponsor	Premium Sponsor	Title Sponsor
Branding at Skill expo & road show	✓	✓	✓
Stall Activation Space	✓	✓	✓
Roadshow Branding & Participation	✓	✓	✓
Social Awareness Campaign Partner	✓	✓	✓
Digital Branding with Hexser	✓	✓	✓
Live Media Coverage	✓	✓	✓

① How can you contribute?

Sponsor or co-sponsor key segments (Medical Zones, Social Campaigns, Startup, Stage, Performances etc)

Showcase your services / products through digital screens, expo talks and interactive steps.

Help promote education, innovation, sustainability and entrepreneurship in Panjab,

📦 Sponsorship Packages: ₹11,000 – ₹22,00,000

Your CSR and marketing objectives will align with:

- Public benefit programs
- Entrepreneurship development
- Financial awareness
- Civic engagement in underserved areas

Attached: 6 Pages Sponsorship Packages and Promotions for your Business & Brand.

📞 **Let's Collaborate:** We welcome a conversation with your team to explore how this platform can align with your brand vision and business goals. Join us to co-create a **transformational experience for Punjab** and showcase your commitment to community, innovation, and impact.

Warm regards,

Manjit Singh (Founder)
HEXSER PRIVATE LIMITED
🌐 www.hexser.com



Date: / / 2025 HXR/25 /-

SPONSORSHIP AGREEMENT

This agreement is made on this _____ day of ____ / ____ / 2025

Between

Hexser Private Limited: Represented by MANJIT SINGH Founder of Hexser Private Limited 1st Floor, Surya Enclave, Nr. BSNL Office, NH1 Jalandhar, Rayya 143112, hereinafter referred to as the “**Organizer**”.

AND

SPONSOR BUSINESS / INDIVIDUAL NAME _____ Official representative of Business name, having it's office at _____, hereinafter referred to as the “**Sponsor**”.

Both Agreed upon the followings:

- Event Details:** That, the organizer is hosting a promotional event titled “ HEXSER SKILL EXPO & ROAD SHOW 2025” scheduled to be held on _____ and will perform road show activities From Shri Akaal Takhat Sahib to Shri Anandpur Sahib and then back to Shri Amritsar Sahib.
- Sponsorship Amount:** That, the sponsor agrees to pay an amount of INR _____.00 (Rupees in words _____) as sponsorship for the event.
- Benefits to sponsor:** That, in return, the organizer agrees to provide the following:
 - Selection, subjected to sponsorship category given “Sponsorship Proposal Package” attached along with this agreement.
 - Selected Sponsorship Category : _____
- Payment Terms :** That, the sponsor shall provide the sponsorship amount via:
 - Cheque Payable to: Hexser’s current account.
 - Demand Draft to: Hexser private Limited.
 - Direct Bank Transfer to: Hexser’s current account. Within “2 days” of signing this agreement.
- Cancellation & Refunds:** That, in the event of cancellation of the expo and road show due to mismanagement or misconductivity by the organizer then the organizer agrees to refund the sponsorship amount, but in unforeseen circumstances (could be any like sudden Govt. officials / Non-officials / Road blocks / Protest / Close-shut down / Any Strike / Any natural disaster / Any man-made disaster etc) the organizer will not refund the sponsorship payment.
- Legal Binding:** That, this agreement is legally binding and enforceable under the jurisdiction of Panjab, India.
- Miscellaneous:**
 - That, both parties/ businesses / organizer and sponsor agrees not to misrepresent their association.
 - That, this agreement is valid until the completion of the event and deliverables.

IN WITENESS WHEREOF: the parties have executed this agreement on the date written above:

Organizer (HEXSER)
Singh

Sponsor (_____) NAME) Name : Manjit
Name :

Signature:
0091-9779117480

Signature:
0091-